



# East Shore Region


ALAMEDA \* BERKELEY \* EMERYVILLE \* OAKLAND \* SAN LEANDRO

The Bay Area's East Shore is home to the internationally recognized University of California, Berkeley, the Lawrence Berkeley National Laboratory and is recognized as an innovation center for digital arts, multi-media, biotechnology and telecommunications.


The East Shore is also the center of one of the nation's leading clean technology clusters and the East Bay Green Corridor Partnership was established to help promote its growth. The Green Corridor has also been designated as an iHub


— a State-recognized network of collaborative, innovation hubs intended to provide support for startups, businesses, economic development organizations and investors.


## QUICK FACTS


 The Region boasts one of the most educated and diverse workforces in the nation with students entering the workforce from the University of California, Berkeley (also the largest employer in the region with 13,667 jobs), California State University, East Bay, the Peralta Community Colleges and several private institutions of higher education.

Accordingly, the East Shore has the highest number of educational services jobs (57,753) in the East Bay, followed by the trade, transportation and utilities sector (42,003 jobs). It also enjoys a strong manufacturing sector (30,193 jobs).

 Other employers of interest include: the County of Alameda, Oakland Unified School District, Cost Plus World Market, Dreyer's Grand Ice Cream, Itron, International Paper Co., and Children's Hospital Oakland Research Institute.

 The logistics infrastructure includes the Port of Oakland, the fifth busiest container port in the nation; Oakland international airport, an air freight and business commuter hub; the Bay Bridge; and four interstate highways (I-80, I-580, I-880 and I-980).

 In 2010, the East Shore was the largest East Bay region in every category. It had 30.3% of the East Bay's population and 31.4% of the labor force; an unemployment rate of 14.3%; 29.9% of the businesses; 30.9% of the jobs; and 27.1% of the taxable sales. It also had 25.4% of the single family and 18.3% of the multi-family housing units.

 The region's climate is moderated significantly by the San Francisco Bay and proximity to the Golden Gate and Pacific Ocean. In 2010, the region saw 26.6 inches of rain and fog on 13% of days. Its average temperature was 57.5 degrees, with a low of 33.8 degrees and a high of 100.0 degrees.



## Alameda ✨

The City of Alameda offers premier sites and unique resources to help companies control costs and enable growth without sacrificing comfort or convenience. Alameda is home to over 100 high-tech and biotech companies, including Abbott Diabetes Care, Celera Diagnostics and Perforce Software.

The City's municipal electric utility company provides businesses a clear operating edge with low electricity rates and reliable service. Over 80% of our power is generated using renewable resources, making us the only green-certified utility in the Bay Area. We also offer a special Economic Development Incentive available to qualifying businesses. New or expanding companies can pay even less than the City's already below-average rates.

Employers find that Alameda's safe, small-town working environment, exceptional public school system and short commutes to San Francisco and the East Bay are tremendous recruiting and employee retention advantages. Alameda businesses can access a labor pool within a half-hour commute that is equal in size and skills to that of Silicon Valley. Alameda is located only 10 minutes from the Oakland International Airport for convenient business travel.



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West Berkeley bustles with biotechnology companies, green product and service enterprises, manufacturing firms (renowned sectors include food processing and printing/publishing) and popular retailers including a large cluster specializing in quality home furnishings, accessories and building materials.

Downtown Berkeley is emerging as a regional arts, culture and entertainment hub and is experiencing substantial new public and private investment. Over 1,000 units of new mixed-use housing have been built in the last 10 years and more is under construction. The Downtown Berkeley Arts District has truly come of age with the Tony Award winning, Berkeley Repertory Theatre, the nation-

## Berkeley ✨

Berkeley is famous for its world-class university and national laboratory, its many innovative businesses and its trendsetting cultural and culinary venues.

**West Berkeley bustles with bio-technology, green product and service companies as well as manufacturing companies.**

ally recognized Jazz School, and many other local theaters, music venues, cinemas and museums.

University of California, Berkeley and Lawrence Berkeley National Laboratory regularly generate high-tech commercial spin-offs, and the Berkeley Start-up Cluster now promotes the near-to-campus commercial districts as locations for new ventures to incubate and grow. Emerging businesses find abundant brainpower in the local labor force and human capital is one of Berkeley's main draws.

Berkeley is a city of distinct and pedestrian-friendly neighborhoods filled with fine restaurants,

unique retailers and interesting architecture. The City also enjoys terrific outdoor recreational amenities including Tilden Park up in the Berkeley hills and Caesar Chavez

Park, which adjoins the Berkeley Marina—the largest in the Bay Area.

Located right in the geographic heart of the Bay Area, Berkeley's great transportation system includes three BART stations, an Amtrak stop, well used A.C. Transit lines, and two state freeways.



UC Berkeley campus



## Emeryville ✨

Located at the foot of the Bay Bridge, Emeryville is only home to 10,227 people, but employs over twice that number. Emeryville prides itself on supporting an innovative, business-friendly culture and offers businesses quick answers and a painless permit approval process. From retail stores to technology firms, businesses in Emeryville benefit from a small and personal city government, an active and engaged residential community and a thriving local business community. Close proximity to the University of California, Berkeley is a valuable asset for Emeryville because high-tech firms with close links to the University find Emeryville a desirable location.

Considered one of the premier downtowns of the East

Emeryville is home to many world-renowned companies including Pixar Animation studios.

Bay, Emeryville has over four million square feet of office and approximately one million square feet of retail. Notable companies in Emeryville include international pharmacological companies Novartis and Bayer, the Joint Bio-Energy Institute and Amyris (research and application of renewable bio-fuels), Pixar Animation Studios, Ex'pression Center for New Media, Clif Bar,



and Leapfrog. Current retailers include Home Depot, Target, IKEA, the Apple Store, Barnes and Noble, Fossil, Nike, Pottery Barn, Gap, and Banana Republic. The City has four new and renovated hotels to support the business growth. It also has an aggressive housing program to create new housing units in proximity to business developments to reduce commuting. For those who do commute, the City's business community funds a free shuttle bus, Emery-Go-Round (with a ridership of over one million passengers annually) that connects to the regional BART system.

**Emeryville prides itself on supporting an innovative, business-friendly culture.**

Although Emeryville is well known for its corporate giants, approximately 500 artists live and work in converted warehouse spaces. The city also supports the development of public art and the planned Emeryville Center for the Arts, a 30,000 square foot cultural and performing arts center.



Emeryville

## Oakland

Oakland is the greater East Bay regional hub for commerce, center of the East Bay Green Corridor and Northern California's international trade gateway to the global marketplace for goods and services. As an international city, Oakland is the site of both the country's fifth busiest container port and one of the fastest growing international airports. Our city is well known as the East Bay's international trade gateway to fast growing economies of Asia.

Consistently ranked among America's top 10 green cities, Oakland has advanced a series of initiatives to foster an economically vibrant, equitable and ecologically sustainable city. The Natural Resources Defense Council recently ranked Oakland as the nation's fourth most sustainable large city for innovative policies and practices in both the public and private sectors. Centrally located, Oakland offers a comprehensive transit network for residents, businesses and commuter access unparalleled in competing cities.

Oakland's lively and diverse entrepreneurial climate is a magnet for entrepreneurs in innovative, cutting edge industries ranging from industrial solar energy to digital technology, retail, food manufacturing, healthcare and international trade. The venture capital community is paying attention, with almost \$600 million invested in Oakland businesses over the last three years.

Oakland is home to a dynamic, well-educated workforce, ranked eighth in the nation. Forbes



rated Oakland as the fifth "Coolest City" in the U.S., citing diverse housing options, unparalleled cultural diversity, great weather, abundant greenery and open space, a bustling waterfront, myriad of sports and recreation amenities, and a happening arts, culture and dining scene.

## San Leandro

San Leandro has everything for business and living — right in the heart of the Bay Area! Charming downtown shops, safe affordable neighborhoods, and a highly-responsive city government are just some of the amenities that attract people to live, work and play in San Leandro.

The City's business development team runs several pro-business programs, including site location assistance, one-stop permitting and an employee shuttle to and from BART. Also, San Leandro has one of the lowest business license fees in the entire Bay Area and no payroll or gross receipts tax.

With over 500 manufacturers and 33 million square feet of industrial, office, and R&D space, San Leandro is a regional hub for the production and design of electronics and computer components, specialty foods, specialty retail, precision machining, transportation equipment and biotechnology. World famous businesses and manu-



World famous businesses such as The North Face, Jansport, Ghirardelli Chocolates and Otis Spunkmeyer Cookies call San Leandro home.

factors such as Ghirardelli Chocolate Company, Kraft, Otis Spunkmeyer, OSI Soft, Energy Recovery Inc. and Alpha Innotech choose to call San Leandro home.

Two major freeways, two BART stations, AC Transit, the Union Pacific Railroad, and direct proximity to Oakland International Airport and the Port of Oakland as well as a regional Kaiser Medical Center scheduled to open in 2014 make San Leandro an ideal location for your business to connect with the global economy!

San Leandro — we want you here!

